

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

IT,E&C Dept – IT Promotion – Sanction and release of an amount of Rs.4,19,600/- (Rupees Four lakhs Nineteen thousand and six hundred only) to the M/s Centum Advertisement & Marketing Pvt Ltd an Empanelled agency of Information and Public Relations Department towards advertisements in news papers – Orders – Issued.

INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS DEPARTMENT (Promotion wing)

G.O.RT.No. 61

Dated: - 02-05-2015

Read the following:

1. GO.Ms.No.17, ITE&C Department, dated 09.09.2014.
2. Lr.No.959/ITE&C/IT Prom/Innovative Products/2014, dt.05.02.2015.
3. Lr.No.203/DISP/PD/Agency/Advt. II/2014-15, dt.26.02.2015.
4. G.O.Rt.No:1472, Finance (EBS-I-GAD-I-II) Department; dated: 17-04-2015.

O R D E R:

As part of IT Promotion activities, Government organizes annual Mega IT event other IT Promotion conferences and events, participates in National and International exhibitions, gives advertisements in Print & Electronic Media, provides sponsorship support to the conferences, participates in IT Promotion road shows networking meetings (Within India & Abroad), prints the ICT Policy and other promotional brochures, engage IT Promotion legal/professional consultancy services and payment of fee/charges thereon. For undertaking all these IT Promotions activities, for attracting IT companies to locate their operations and further grow in the State, certain expenditure needs to be incurred from time to time on priority and need based requirement.

2. In this regard, GoAP proposes to encourage innovative products and solutions developed by enthusiastic Young Entrepreneurs, First generation Technocrats, Startups, Micro, Small and Medium Enterprises as defined in the Innovation & Startup Policy 2014-2020 and MSMED Act of GOI. To create awareness of the conducive policies of new Government and attracting investments in to the State of Andhra Pradesh. For this purpose, in order to create visibility about the happening of the Selection of Startups and IT Companies with Innovative products/Solutions/Services advertisements in Print Media in certain National News papers were given vide 2nd read above, through Information and Public Relations Department issued by M/s Centum Advertisement & Marketing Pvt Ltd.

3. Vide reference 3rd read above, Information and Public Relations Department while enclosing the bills with copies of office Release order and newspaper clippings issued to daily newspapers released through M/s Centum Advertisement & Marketing Pvt Ltd, Hyderabad, requested this Department to take necessary further action arranging for payments of advertising charges to M/s Centum Advertisement & Marketing Pvt Ltd.

P.T.O

4. In view of the above and after careful examination and consideration, Government hereby accord, sanction for an amount of Rs.4, 19,600/- (Rupees Four lakhs Nineteen thousand and six hundred only) to the M/s Centum Advertisement & Marketing Pvt Ltd.

5. The amount sanctioned in Para 3rd above shall be debited to the following Head of Account:

3451	: Secretariat Economic services
MH (090)	: Secretariat Schemes included in the Plan
GH (11)	: Normal State Plan
SH (22)	: Information Technology & Communications Dept
260	: Advertisements, sales & Communications Department

6. The Joint Secretary HRD & DDO (Code 2702-1401-001), IT,E&C Department shall draw the amount sanctioned in para 3rd above by preferring an adjustment bill land credit the said amount of Rs.4,19,600/- (Rupees Four lakhs Nineteen thousand and six hundred only) to the M/s Centum Advertisement & Marketing Pvt Ltd under the following credit Head of Account:

Name	: M/s Centum Advertisement & Marketing Pvt Ltd
Account No.	: 00032320000537
Name of the Bank	: HDFC Bank
Name of the Branch	: Begumpet Branch, Hyderabad
MICR Code	: 110240001
IFSC CODE	: HDFC0000003
PAN No.	: AAACC3938N

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SECRETARY TO GOVERNMENT

To

M/s Centum Advertisement & Marketing Pvt Ltd

1-10-60/3, Suryodaya Complex, Begumpet, Hyderabad.

The Accountant General (Audit), Andhra Pradesh, Hyderabad.

The Accountant General (A&E), Andhra Pradesh, Hyderabad.

The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad.

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.

The Pay and Accounts Officer, Andhra Pradesh, Hyderabad.

The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad.

The Joint Secretary & DDO, IT,E&C Department.

The Commissioner, Information & Public Relations Department.

Copy to:

Fin (EXPR-GAD II) Department

SF/Spare